



Earth Day Celebration

Mount Trashmore, Virginia Beach

April 22, 2012

"The Earth Day Celebration at Mount Trashmore, our area's own landfill to park success story, will host over 50 environmentally friendly exhibitors and vendors. In addition, there will be live entertainment and a variety of activities for the whole family.

"At this year's festival, food vendors are required to pledge to certain green requirements in order to be considered. This includes mandatory recycling, no Styrofoam use, minimizing the sales of beverages in plastic bottles, using food services with recycled content and using local products when possible. Exhibitors are also asked to reduce their waste while participating in the festival. Correspondence with vendors, exhibitors and entertainment is done electronically. Marketing focus is on social media over print. Water coolers will be used in hospitality areas instead of disposable bottles and exhibitors & volunteers will be asked to bring their own reusable bottle. We will also have a water cooler area for the public to refill their own bottles. There will be a live Dumpster Dive demonstration on site to highlight things in trash bins that could've been recycled instead. We will also have a Bike Valet service with give-aways for those who choose to bike to the event."

Green Statement: "The goal of the Earth Day Celebration at Mount Trashmore is to create an opportunity for citizens of our community to interact with local green businesses, non-profit organizations and governmental agencies in a fun, family atmosphere. We strive to showcase and promote a large variety of green practices in our community and encourage others to help make our world a healthier place. In addition, we would like to highlight our Department's and Festival's green efforts."

CORE ACTIVITIES for Green Events

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard
- Used cooking oil will be collected for bio-diesel

☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:

- Use disposable foodservice items that are made with recycled content

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper with soy-based inks, and print all documents double-sided

- Purchase/use paper products with 30% or higher recycled-content

- ☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
 - Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting

Food service

- Arrange for the composting of food waste and other compostables

Restrooms

- Purchase recycled-content paper-towels and toilet paper

Logistics

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment

- ☑ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all "green activities" practiced in the planning and operation of the event. The organizers of this event pledge that they:
 - Have a link on its website to the Virginia Green Events webpage
 - Have a green event section on its event's webpage highlighting all of its green activities
 - Have signs at the event registration which list all of its green activities
 - Use the Virginia Green logo on signs and on recycling containers

For more information on Earth Day Celebration at Mount Trashmore, see www.vbgov.com/earthday or contact Katie Whanger at kwanger@vbgov.com or 757-385-0426.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established "core activities" for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.viriniagreentravel.org or <http://staging.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx>.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

